

MEETING
STATE OF CALIFORNIA
INTEGRATED WASTE MANAGEMENT BOARD
EDUCATION AND PUBLIC OUTREACH COMMITTEE

JOE SERNA, JR., CALEPA BUILDING
1001 I STREET
2ND FLOOR
COASTAL HEARING ROOM
SACRAMENTO, CALIFORNIA

WEDNESDAY, SEPTEMBER 10, 2003
9:30 A.M.

JAMES F. PETERS, CSR, RPR
CERTIFIED SHORTHAND REPORTER
LICENSE NUMBER 10063

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Cheryl Peace, Chairperson

Linda Moulton-Patterson

STAFF

Mark Leary, Executive Director

Julie Nauman, Chief Deputy Director

Michael Bledsoe, Staff Counsel

Tricia Broddrick, Deputy Director

Frank Simpson, Deputy Director

Tom Estes

Judith Friedman

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

INDEX

PAGE

Roll Call And Declaration Of Quorum	1
A. Office Of Integrated Environmental Education Deputy Director's Report	16
B. Update On Pending Environmental Education Legislation -- (September Board Item 13)	27
C. PULLED Consideration Of A Grant Award To Fresno Unified School District For The School DEEL Environmental Ambassador Pilot Program From Reallocation Of FY 2002/2003 Funds -- (Budget & Administration Committee Item C And September Board Item 14)	1
D. Public Affairs Office Deputy Director's Report	2
E. Discussion Of Draft Communication Strategy -- (September Board Item 15)	8
Public Comment	30
Adjournment	30
Reporter's Certificate	31

PROCEEDINGS

CHAIRPERSON PEACE: Good morning. And welcome to the Education and Public Outreach Committee.

I know Mr. Washington has another matter to attend to today, so he won't be able to join us.

So, Selma, we're ready to begin. You want to call the roll.

SECRETARY LINDRUD: Moulton-Patterson?

COMMITTEE MEMBER MOULTON-PATTERSON: Here.

SECRETARY LINDRUD: Peace?

CHAIRPERSON PEACE: Here.

Okay. At this time, put your cell phones and pagers on vibrate or the quiet mode.

I guess there are agenda and speaker slips on the back table. If you'd like to address the Committee, please bring your speaker slip to Ms. Lindrud over here to my left.

Okay. Linda, any ex partes?

COMMITTEE MEMBER MOULTON-PATTERSON: I believe I'm up to date.

I'm up to date.

CHAIRPERSON PEACE: And I am also up to date.

Item 14, the grant award to Fresno Unified School District for the School DEEL Environmental Ambassador Pilot Program has been pulled.

1 And Mr. Frank Simpson needs to be at the capital
2 at 10 a.m., we'll be hearing Frank's Director's report
3 followed by Item 15 first.

4 Mr. Simpson.

5 DEPUTY DIRECTOR SIMPSON: Thank you, Madam Chair.
6 Good morning, Committee members. I'm Frank Simpson with
7 the Office of Public Affairs. I'd like to take a couple
8 of minutes this morning to update you on some things that
9 our office has been taking care of. In fact, it's been
10 quite a busy month for us.

11 We've conducted or contributed to 27 media
12 interviews on a variety of program topics. We've written
13 five guest columns or Op-Eds for Board members and we're
14 working on three more for you.

15 We've posted 200 news clips during the month,
16 while collecting and archiving approximately 1,500
17 additional clips to our database. We've also had 1,526
18 website hits on news clips and 933 website hits on the
19 articles on our website.

20 In broadcast news highlights:

21 We've achieved extensive cover of the Crippen
22 cleanup.

23 We arranged and participated in a story, a
24 lengthy East-end rubberized concrete story by the local
25 CBS affiliate, Channel 13. Board Member Paparian was

1 interviewed and used extensively in that piece.

2 There have also been several news updates on
3 E-waste legislation statewide.

4 Also CBS News Los Angeles is in the beginning
5 stages of compiling an investigative report on a hauler
6 that's collecting source-separated recyclables from a
7 southern California apartment complex and then taking them
8 directly to the Bradley Landfill. So we're in touch with
9 CBS and we'll keep you posted on the outcome of that
10 story.

11 Some special projects we're working on:

12 We participated in the League of Cities
13 conference by staffing an exhibit booth and handing out
14 the second phase of the Resources for the Future Awards.
15 Our thanks to Committee Chair Peace for attending Monday
16 night and having her photo taken with several of the local
17 jurisdiction award recipients.

18 (Thereupon an overhead presentation was

19 Presented as follows.)

20 DEPUTY DIRECTOR SIMPSON: A couple of upcoming
21 projects we can brief you on.

22 The Royster cleanup and press event will be held
23 in late September or early October, as that project is
24 winding up quickly.

25 We are also planning a habitat for humanity

1 restore grand opening event for October 16th with Board
2 members, city VIPs, RMDZ staff, and reuse grant staff to
3 help promote Second Chance Week.

4 And we're planning several big check events with
5 RMDZ loan recipients, all beginning in September.

6 And, finally, this is the time of the year when
7 our office really gears up for the WRAP-of-the-year
8 events, and those will run mid-October through
9 mid-December.

10 On a lighter note, we've responded to 12 OPA
11 in-box media and citizen inquiries provided the City of
12 Loma Linda and the City of Mission Viejo with video
13 production assistance. And as part of our internal
14 customer service, provided 12 addition VHS dubs out of a
15 total of 50 on the Indian Wells food scrap diversion video
16 for the organic section.

17 A couple of new projects coming on line include:

18 A zero-waste brochure bookmark and ad for CalMax.

19 The recycled content in new tires report. This
20 was pulled back in August and should be coming back to the
21 Board in October;

22 The assessment of markets for fiber and steel
23 byproducts for recycling waste tires report;

24 And the State Agency Buy-Recycled Campaign
25 evaluation report.

1 Also, some new fact sheets this month. The food
2 donations, save money and help fight hunger; food
3 diversion at schools; bamboo flooring; the waste tire
4 manifest system field reference guides in Spanish; several
5 posters and a door hanger for an organics outreach project
6 called Focus on Natomas. And recently you just saw the
7 Recycling is Good for the Economy brochure. We also
8 provide a set of booth graphics for the waste tire
9 conference.

10 Our cross-media cooperation includes completing
11 the advance work for Cal EPA in anticipation of two bills
12 expected to be signed by the Governor. And that's where
13 Carroll Mortensen and I will be going in a few minutes to
14 help plan a Governor's bill-signing event.

15 And, finally, we held a marketing taskforce
16 meeting to discuss marketing and outreach efforts of the
17 Special Waste and Markets Divisions.

18 So, Madam Chair and members, with your
19 permission, I'll leave here in just a few minutes to go to
20 the Governor's office. But before I do, I'll be glad to
21 take any and all of your questions.

22 COMMITTEE MEMBER MOULTON-PATTERSON: No, just a
23 comment.

24 This looks great. This is just brand new. I
25 hadn't seen it before. Yeah, this is really good. Thank

1 you.

2 CHAIRPERSON PEACE: No, I don't have any other
3 questions. You need to leave.

4 DEPUTY DIRECTOR SIMPSON: There's one last thing
5 then.

6 An assignment we received at the last Committee
7 meeting was to compile a matrix of all outreach efforts.
8 Tom Estes and Jill Jones have been managing all of that
9 data from the divisional offices. And while it's not in
10 its final form just yet, we are ready to present some of
11 our findings to you at that time.

12 So I'd like to hand it off to Tom. And he has a
13 presentation for you.

14 CHAIRPERSON PEACE: Okay.

15 MR. ESTES: Good morning.

16 (Thereupon an overhead presentation was
17 Presented as follows.)

18 MR. ESTES: At the last Committee meeting, Chair
19 Peace asked that we report back on the expenditures that
20 the Board was devoting to outreach. And I have that in a
21 rolled up form today. I can provide it in division detail
22 perhaps next month or separately in a memo, depending on
23 what you'd like. But I'll just go ahead and show you what
24 we've got at this point.

25 --o0o--

1 MR. ESTES: As you can see from this chart,
2 travel related directly to outreach totals approximately
3 \$95,000.

4 The events that -- you know, that includes, you
5 know, space rental, booth space, that sort of thing; even
6 electricians and drayage and -- you know, the host of
7 things you get tagged for at outreach events -- \$232,824.

8 Materials associated with outreach, which
9 includes premiums, brochures, that sort of thing, Jill's
10 candy at the League of Cities, \$81,922.

11 Which brings us to a grand total of \$410,000.

12 --o0o--

13 MR. ESTES: Presented a different way, this shows
14 you that the actual event costs are the lion's share of
15 the cost. And in that purple piece of pie, if you will --
16 we will call it blueberry for lack of creativity --
17 200,000 plus of that is actually the trade show -- the
18 recycled products trade show. So our actual event costs
19 sans the trade show are relatively small.

20 Clearly, the cost of getting to these shows is a
21 much larger share of that. And then obviously the
22 materials, you know, that we hand out, that sort of thing,
23 command a lion's share.

24 That's where we're at at this point in this level
25 of detail. And, again, I want you to understand that

1 approximately half of that \$410,000 figure is solely
2 devoted to the trade show. So we're doing at this
3 juncture 142 events in the last fiscal year, and that's
4 what it's costing us.

5 CHAIRPERSON PEACE: Okay. Thank you.

6 I think this is going to be helpful just to
7 eventually see -- make sure that we're not duplicating any
8 efforts and that everything's coordinated.

9 MR. ESTES: That's correct. We now have a real
10 good list of outreach events. And I'm not going to sit
11 here and tell you that I've gone over it with a fine tooth
12 comb to make sure, you know, that the duplicates -- I feel
13 pretty confident in saying that the outreach to singular
14 events is coordinated.

15 CHAIRPERSON PEACE: Okay. Thank you.

16 Okay. And are you ready to get on the discussion
17 on the draft communication strategy?

18 MR. ESTES: That's correct. We'll just segue
19 into Agenda Item E.

20 Madam Chair and Committee members, last month we
21 came to you with a draft of the communication strategy and
22 outreach plan for suggestions and review. Subsequent to
23 that presentation our office met with all Board members
24 over the past month and have included written comments
25 from their offices in the draft strategy that's attached

1 to the agenda item.

2 Just to pick up from where we left off from last
3 month, the changes that we've made to the draft report,
4 it's in the attachment. It's underlined text. And I'll
5 just highlight those, you know, quickly.

6 One of the suggestions we got was targeting our
7 communication and crafting our materials to deliver a
8 focus message to specific audiences -- you'll see that
9 included in the report -- develop a downloadable
10 newsletter template for our website. Staff -- Bill Albert
11 and his staff are currently working on that. And it's
12 basically a template that ideally will take advantage of
13 some seasonal waste reduction opportunities or waste
14 prevention, zero waste types of ideas that jurisdictions,
15 haulers, anyone interested could download from the website
16 and actually use. And what we're finding out is that
17 several people have been doing that all along. They're
18 using our clip-art and, you know, taking it down and, you
19 know, not giving us credit for it. But I guess that's
20 okay.

21 CHAIRPERSON PEACE: As long as the message is
22 getting out there.

23 MR. ESTES: That's right. It's a form of
24 flattery, I reckon.

25 We also -- one of the suggestions that's in

1 the new -- or the revised communication draft is implement
2 requirements for signage at permitted facilities, clean-up
3 projects, grant and loan recipients, which includes the
4 mandatory use of the Board's zero waste message. That is
5 a suggestion. That's going to obviously take a lot of
6 thought and consideration of how to make that happen. But
7 that is a change that's in the plan currently.

8 Also one of the things that's in there that's new
9 is to develop a small business recognition program. I
10 think what's envisioned there is something on the order of
11 staff are out in their travels, as you can see, doing the
12 outreach. There's a considerable amount of travel
13 associated with going around the state, or here locally
14 they see a business that they see is doing the right
15 thing. The vision here is they could initiate a letter of
16 recognition from the Chair's office, you know, giving them
17 kudos for a job well done. That's kind of the scope of
18 what we're talking about there.

19 Also, there's a consideration -- some
20 consideration should be given to some form of green
21 labeling as well as -- this is something from Board member
22 Paparian's office -- use of more efficient electronic
23 outreach, try and really take advantage of the powerful
24 capabilities we have with the web and expand those and
25 make them more useful.

1 We feel that this is a strong beginning to the
2 implementation of a new coordinated board-wide effort to
3 communicate effectively with one voice about the new
4 zero-waste message and a consistent theme.

5 We'd appreciate any additional input you may
6 have. And we'll bring this plan to you for your
7 consideration at the October Board meeting.

8 CHAIRPERSON PEACE: Okay. Thank you.

9 Any comments?

10 I think this plan is a good starting point so we
11 can coordinate -- the coordination, the oversight
12 assistance that I would like to see the Office of Public
13 Affairs give to all our divisions, program staff, you
14 know, just make sure everything's coordinated with a
15 single message. I think the newsletter that we're talking
16 about putting the template on the web so that anybody,
17 haulers, waste companies, can download it and get our
18 message out there.

19 I've been meeting with some different haulers and
20 companies. And there's -- some are doing a really good
21 job and others aren't doing a very good job. And they
22 seem to be very appreciative over the fact that we can
23 help them develop a newsletter that will maybe get better
24 information out to the public.

25 On the signage issue. You know, I would like to

1 see that all events that are sponsored by the Board have
2 to somehow, you know, display our sign or banner with the
3 Board's name and logo on it. And that's what we will be
4 talking about more and developing more.

5 And also, like Mr. Estes said, I'd like our
6 boilerplate for our contracts and grants to also have it
7 in there to -- that they will include a signage; you know,
8 if they're going to get a grant or a loan from us, that
9 they do have a sign somewhere that says this is sponsored
10 or cosponsored or made possible by the Integrated Waste
11 Management Board, and "Zero Waste, you make it happen."

12 So, Mr. Leary and Julie, I hope you'll help us do
13 that, get your assurance that divisions will be working on
14 revising their boilerplate contract and grant language to
15 include that. And we can talk about that some more.

16 EXECUTIVE DIRECTOR LEARY: It occurs to me that
17 maybe we want to include that specific direction in the
18 communication strategy so ultimately when the Board adopts
19 a communication strategy, it then becomes the policy of
20 the Board. And that would then have the force and effect
21 of imposing those kind of contract conditions on our
22 grantees and such because it's been adopted by the Board.

23 That would be a change from the way we currently
24 do practice. But I know in a couple specific grant
25 programs we do require the signage and notification. But

1 I don't know that it's comprehensively applied throughout
2 all Board grants and contracts.

3 CHAIRPERSON PEACE: Well, is this that strong
4 enough? In the report -- in the communication draft
5 report, under "sign" it says, "All events sponsored or
6 cosponsored by the Board must predominately display a sign
7 or banner with the Board's name and logo."

8 Do we need more than that?

9 Page --

10 MR. ESTES: Page 8.

11 CHAIRPERSON PEACE: -- Eight -- little 8.

12 EXECUTIVE DIRECTOR LEARY: That does it.

13 CHAIRPERSON PEACE: Okay. Anything else, and
14 other comments or --

15 COMMITTEE MEMBER MOULTON-PATTERSON: I just have
16 a quick question.

17 In talking about the WRAP awards, I know that
18 last year we had talked about doing it a little
19 differently. Rather than going out to the sites, we had
20 talked about having the event here to save money and to
21 just, you know, maybe honor them a little more.

22 Well, we'd save money. But also the thought was
23 that maybe we'd have better participation.

24 Have we gone anywhere with that? I know that's
25 not really your department. I see Judy back there. But

1 do you know, Tom?

2 MR. ESTES: I'll let Judy speak to the
3 particulars. But I think we're still hoping to get some
4 of these events locally. That's where they get the
5 biggest coverage and the best play.

6 CHAIRPERSON PEACE: Judy.

7 MS. FRIEDMAN: Thanks.

8 Judy Friedman, Waste Prevention / Market
9 Development Division.

10 I know that that concept has been kicked around,
11 you know, in the past, and there's pros and cons
12 certainly. One of the things that we constantly hear from
13 the businesses however is that if they have the event in
14 their local area, then it's really helpful for their
15 business because they have the local customers that see,
16 you know, that they're getting an award from the state.
17 So, you know, when he broached that with them, we've
18 actually heard that they may be less likely to
19 participate. So that would be a concern, you know, even
20 though we want to kind of increase participation by having
21 maybe an event here.

22 So I think we'd really have to look at that and
23 see, you know, how we could come up with sort of a half
24 medium but most of the time we keep hearing that we want
25 an event in the local area.

1 COMMITTEE MEMBER MOULTON-PATTERSON: And what's
2 the cost -- you know, round figures the cost of the WRAP
3 awards, all the travel of people going down and --

4 MS. FRIEDMAN: Well, we did submit -- I don't
5 have the figures with me.

6 COMMITTEE MEMBER MOULTON-PATTERSON: Yeah, I
7 don't want to put you on the spot now, Judy, because some
8 of this just came up.

9 CHAIRPERSON PEACE: Those figures, Tom --

10 MR. ESTES: I have those on my desk upstairs.

11 CHAIRPERSON PEACE: -- are those -- but those are
12 included in --

13 MR. ESTES: Those were included in this,
14 absolutely.

15 MS. FRIEDMAN: And of course some of our events
16 are, you know, within a day's drive, you know, day trip
17 here and back from Sacramento, so that the cost is
18 minimized for -- you know, certainly from the staff
19 perspective. But I don't have those figures. I know we
20 did submit them to Tom.

21 COMMITTEE MEMBER MOULTON-PATTERSON: Okay. Well,
22 I'd be real interested in that. I'm, you know, certainly
23 very, very much in favor of the program. I think it's a
24 great program. But I know having participated in a lot of
25 them, I see the work and the time and the money that goes

1 into them. And, you know, some of the people take it real
2 seriously, some of the businesses and others don't. And
3 so I think it's something we need to look at.

4 MS. FRIEDMAN: I agree.

5 CHAIRPERSON PEACE: Okay. Anything else?

6 MR. ESTES: No, that will do it for me.

7 CHAIRPERSON PEACE: Okay. So that draft
8 communication strategy will be up for consideration then
9 at the October Board meeting. And that there is no need
10 for this strategy to go before the Committee again.

11 Okay. Thank you.

12 I guess now we are ready for Ms. Broddrick's
13 Deputy Director's report.

14 DEPUTY DIRECTOR BRODDRICK: Good morning.
15 Patricia Broddrick from the Office of Integrated
16 Environmental Education. And I'm here to provide you with
17 the latest update on the education programs since the last
18 Committee meeting.

19 As you will recall, at the last Committee meeting
20 we actually made a presentation on our Environmental
21 Ambassador's Program. We invited our consultant, Dr.
22 Jerry Leiberman, to come by and to share with you some of
23 the particulars about these model programs. And that's a
24 distinction between the two types of grants that we are
25 distributing. One -- and that when we shared the

1 information with you on the Environmental Ambassador's or
2 our model programs. And we have school districts in the
3 Environmental Ambassador Program who actually have
4 existing programs and applied for grant funding from the
5 Waste Board in order to enhance and to connect their
6 on-site resource conservation and management programs with
7 classroom instruction and curriculum development.

8 We feel we've been successful in pulling together
9 those teams and providing an opportunity for those
10 teachers and facilitators, superintendents,
11 administrators, and local community partners to actually
12 work together for a full five days with our consultant
13 team as well as technical advisors and specialists from a
14 whole array of state agencies and putting together
15 implementation plans which would reveal how they will
16 implement the EIC model, which is using the environment as
17 an integrating context.

18 And I wanted to just real quickly make a
19 distinction about the difference between using EIC and
20 simply conducting and implementing integrated education
21 programs. And one of the things that's really a challenge
22 with the school districts -- it's very simple I think to
23 fall into a simplistic perspective of how we link
24 education with diversion and resource management. And the
25 tendency is to go in and do your diversion and then work

1 with the teachers, and you say, "Okay, we're doing a waste
2 management program and we're implementing energy
3 conservation.

4 And, by the way, the teachers are receiving
5 training on closing the loop or project learning tree or
6 energy conservation curriculum. Therefore, we're doing
7 integrated education." And that's not what this is all
8 about. This is not what the school DEEL is all about.

9 What the school DEEL is about is going into the
10 classroom and using the existing instructional materials,
11 which are standard spaced, and providing the teachers with
12 the training to get their students the background, the
13 understanding, the awareness, the tools to actually do
14 some of this work themselves. And it makes it personal
15 and inculcates values and understanding of the environment
16 and their place in it. Through the implementation phase
17 they are actually implementing these programs on their own
18 campuses.

19 And so using the EIC is using the environment as
20 a context to teach about the environment, to teach about
21 waste management, and providing the opportunity, the
22 empowerment for students with those team members, the
23 facilitators -- I mean the facility people, the teachers,
24 the superintendents, the community partners are actually
25 partners to the students to implement these projects.

1 That distinction has been a challenge for us with
2 the school districts. But we feel we really are getting
3 closer and closer to helping them to understand this and
4 to actually create these projects. And we feel they're
5 going to be much more effective for the students in
6 learning as well as the resource management at the school
7 campuses.

8 So that's the environmental Ambassadors.

9 The UES projects, which is what we've been
10 working on this month, in this past month, those are the
11 unified education strategy grant recipients. Those school
12 districts don't have existing programs. But they want to
13 develop these programs.

14 What we worked on this past month is -- and you
15 have a handout -- we actually conducted institutes for
16 these grant recipients. There's 13 school districts that
17 are listed there. And these were two-day institutes. And
18 they were shorter because these districts were provided
19 with the support, a technical assistance to do planning.
20 And they are going to be focusing on two elements in the
21 planning of this year.

22 First are the student-driven -- student-driven
23 assessments on their school campuses, again tying to the
24 instructional materials, the standards, the textbooks that
25 these teachers are using. We in fact have received the

1 State Board of Education approval of the tool -- the audit
2 tool. That's what we went through back in June and got
3 approval from the State Board of Education to use this
4 audit tool through the UAS grant program. And, therefore,
5 one of the most important elements of these grants is to
6 implement the student-driven student assessment of the
7 resource uses, particularly waste management, at their
8 campuses.

9 The second is the teams were provided with
10 support and opportunity to develop their implementation
11 plans. And they were scoped out. But they will not be
12 finished until the end of this Phase 1, which is Year 1
13 for the grants for the UES.

14 These school districts will be coming back to us
15 next year for Phase 2, and this will be the implementation
16 phase.

17 So what we have are we have model programs of the
18 environmental ambassadors and we have new and exciting
19 programs coming up with the unified education strategy
20 campuses.

21 So that's what the staff has been working on.
22 The last UES institute will be down in Beverly Hills next
23 week, the 18th and the 19th. And we have heard that
24 Committee Member Washington plans to attend. So we're
25 looking forward to sharing our institutes and our program

1 and that element of the school DEEL with him.

2 So with that, I'd be happy to answer any
3 questions you have about the program or receive any
4 comments or suggestions.

5 CHAIRPERSON PEACE: I guess the -- so the
6 Environmental Ambassador Program is different from this
7 UES program, or are they --

8 DEPUTY DIRECTOR BRODDRICK: You know, it's
9 more -- the Environmental Ambassador Program I would say
10 it's different in two ways:

11 The first is that since they were existing
12 programs, we expected them to have some sort of waste
13 management focus because they are -- you know, the funds
14 come from the Waste Management Board. However, some of
15 these districts, particularly Fresno Unified, have
16 branched out into other environmental areas.

17 However, with the UESs we're really being
18 rather -- a little more focused on diversion. We want
19 those student assessments.

20 However, I should clarify the student assessment
21 does incorporate energy and air quality and water quality.
22 And we're finding a lot of these districts are very
23 interested in the diversion component.

24 The main distinction, however, in the second is
25 that these EAPs are existing -- these are model programs.

1 They already have something existing. So the purpose of
2 the institute and the grant is to enhance what they
3 already are doing. Whereas, the UESs, many of them have
4 nothing started. But they want to be models. They are
5 interested in eventually becoming model programs like the
6 EAPs.

7 So therefore we're providing two-year funding to
8 those school districts. The first phase being the
9 planning. And the second phase -- really what will be
10 happening is we'll be having -- the similar institutes we
11 had this year with the EAPs, we'll be doing with the UESs.
12 So eventually they all will become pretty much the same.

13 CHAIRPERSON PEACE: When you talk about a waste
14 management program being student driven, are they finding
15 that some -- that concept is easier to deal with at like
16 elementary school level versus the high school level?

17 DEPUTY DIRECTOR BRODDRICK: Well, primarily --
18 you know, the UE -- it's a hard question to answer.
19 Fortunately we have this program. Unfortunately we don't
20 have the funds to really spread it out and do that kind of
21 research or study. However, the UES program is targeting
22 6th grade.

23 And we had to do that because we were required to
24 work with the State Board of Education and the Department
25 of Education in the development of any types of

1 instructional materials. As a result, we were -- it was
2 recommended to us by those agencies to target 6th grade
3 because of the science standards being very compatible
4 with their science. And with the funds that we have for
5 the development of the tools and the curriculum for the
6 teachers to use, we only could focus on one grade.

7 One interesting tidbit though that we've
8 discovered, and partially answers your question as well,
9 is we anticipated walking into this program having a very,
10 very difficult time selling the education side of this.
11 We thought for sure that the districts would enhance the
12 assistance on the technical side. We have found the
13 reverse. These schools are just anxious and excited to
14 get any kind of funding for professional development to
15 assist them with meeting those content standards in all
16 kinds of subject areas, not just their science but their
17 math, their language arts, and their social studies. And
18 as a result, we're having to pull them back into the fold
19 and say this is a two-way program and, you know, we do
20 need to do the technical side as well.

21 So that's what Dr. Leiberman is working on very
22 vigorously, is making that connection with the school
23 districts. So the education's been pretty exciting.

24 CHAIRPERSON PEACE: Okay. Thank you.

25 COMMITTEE MEMBER MOULTON-PATTERSON: Thanks.

1 Thanks, Trish.

2 Just one question. On the workshops, why was
3 Beverly Hills selected to hold it there?

4 DEPUTY DIRECTOR BRODDRICK: We looked at several
5 things.

6 First of all, because of cost we were looking for
7 facilities that would not charge any kind of fee for us to
8 hold the institutes. And since they're more than one day,
9 that became a really big factor.

10 The second thing -- criterion was the geographic
11 location, the proximity to the other districts who would
12 be participating in that particular institute.

13 COMMITTEE MEMBER MOULTON-PATTERSON: Well, I see
14 Los Angeles Unified, Hawthorne, and Beverly Hills -- the
15 workshops in Beverly Hills. I don't know. To me it just
16 doesn't seem very sensitive, you know. And if Beverly
17 Hills is footing the bill or something, but these are
18 inner-city schools. And to have them go up -- I don't
19 know, maybe I'm getting into an area that I shouldn't.
20 But I just -- I just think it might have been --

21 DEPUTY DIRECTOR BRODDRICK: You're bringing up a
22 very important point.

23 COMMITTEE MEMBER MOULTON-PATTERSON: -- better to
24 have it in Los Angeles or -- Los Angeles proper or
25 something. I don't know.

1 DEPUTY DIRECTOR BRODDRICK: I know. And we
2 encountered that as well when we were holding the EAP
3 institutes up here because we were offered free facilities
4 at Napa. And, oh, yeah, the teachers, you know, the
5 participants were very exited with the prospects of going
6 to Napa. And we say, "No." And it was a difficult
7 decision because at that time the facilities here were not
8 open for us. And we were looking at alternative
9 facilities, at hotels and the costs. And it's weighing
10 perception versus reality.

11 And we -- and I know Dr. Leiberman was working
12 with my staff person, Valerie Shatynski, down there, and
13 they looked very, very, very hard for an appropriate
14 facility that had the equipment and the size of the rooms
15 and break-out rooms for planning that would work and
16 facilitate a successful workshop versus perception of how
17 this might appear and --

18 COMMITTEE MEMBER MOULTON-PATTERSON: Because our
19 Long Beach office -- now that might not have been large
20 enough, but we do have a training room there that -- and
21 those facilities have been offered to us free by the City
22 of Long Beach.

23 So just in the future you might keep that in
24 mind, because it's right off the 405 freeway and it's
25 free.

1 And then my only other question was: Was C, the
2 Fresno Unified School District, that was pulled?

3 DEPUTY DIRECTOR BRODDRICK: Yes.

4 COMMITTEE MEMBER MOULTON-PATTERSON: Was there a
5 timing or --

6 DEPUTY DIRECTOR BRODDRICK: Actually we have a
7 meeting down in Fresno, Fresno Unified with the team on
8 Monday. And to be perfectly frank, it's one of the
9 districts that is struggling with the focus. The team
10 that came up for the institute came up with one idea.
11 They came back to the district. And there's a conflict in
12 priorities.

13 And that particular grant is being funded by
14 State and Consumer Services Agency. We have no financial
15 attachment to that district. The only financial
16 attachment we'd have for implementation of that project
17 would be through this augmentation item.

18 And I pulled -- I suggested pulling the item
19 because I don't want us connected to a project that is
20 floundering. And maybe floundering is too harsh of a
21 term. But I want it reconciled, I want it focused, I want
22 insurance that it's going to be successful before we
23 invest in any further promotion of that effort.

24 COMMITTEE MEMBER MOULTON-PATTERSON: Okay. Thank
25 you.

1 Those were my only questions.

2 CHAIRPERSON PEACE: Okay. Any more comments?

3 Do you have like an update on AB 1548?

4 DEPUTY DIRECTOR BRODDRICK: Yes. In fact I
5 talked to Carroll Mortensen, the Director of the
6 Legislative Office yesterday. I was on vacation for two
7 and a half weeks. So I probably have more information to
8 share with you about the wines and cuisines of eastern
9 France than I do anything else.

10 But, nevertheless, it has -- it was at the Senate
11 Education Committee. And at the Senate Education
12 Committee it was amended. And my understanding is there
13 are two major amendments to the bill. The first being --
14 the State Board of Education and the Department of
15 Education wanted softer language regarding the
16 incorporation of the environmental principles into any
17 future revision of standards or frameworks. And the way
18 the original legislation was framed, it stated that the
19 State Board of Education shall incorporate these
20 environmental principles in the standards and frameworks.
21 The State Board of Education did not want to be
22 constrained by that requirement, so it was amended to say
23 that the Board -- the State Board of Education would be
24 required to consider inclusion of the principles into the
25 standards and frameworks. So that was amended.

1 And in addition, there was an amendment that I
2 had suggested. As you know, we work very closely with the
3 California -- come on -- my brain -- Environmental
4 Education Network. And it's some organization -- that
5 network has been an organization that has been in effect
6 now for about -- oh, over 10 years. It's comprised of
7 over 15 state agencies, from Cal EPA, Resources Agency,
8 Department of Education, State and Consumer Services, Food
9 and Agriculture. They have been meeting and they have
10 been sharing, they have been networking.

11 It is the organization that is responsible for
12 the development and implementation of environmentality.
13 And when they heard about this legislation, their primary
14 concern was, "Where's our role in this? You know, Cal EPA
15 and Integrated Waste Management Board want to take a
16 leadership role in state environmental education
17 implementation. And, you know, these are our programs as
18 well. We develop environmental education resources and we
19 go out just like you do. And, you know, what kind of
20 authority is this going to have on us?"

21 So one of the things that I've always been trying
22 to support is -- and as you well know, and the Board has
23 been very supportive of -- is partnerships. And I
24 explained to them that is not the purpose of this. This
25 is an opportunity for us to legitimize CEEIN and for us to

1 elevate environmental education and to be recognized by
2 the State Board of Education. And they said, "Well, can
3 we be included in the legislation?"

4 So this legislation was amended to say that
5 implementation of education programs would be coordinated
6 through this interagency network, the California
7 Environmental Education Interagency Network. So that was
8 a -- I think that's a very positive thing. It benefits us
9 all to elevate and, again, legitimize that network because
10 it is comprised of all of the education managers and
11 coordinators from all of state government. And they have
12 a tremendous amount of expertise to contribute.

13 I heard that, therefore, it's fate. It went
14 through the Senate Education Committee, it passed the
15 Senate floor, and is now in the Assembly.

16 CHAIRPERSON PEACE: Okay. Great.

17 So it should go out today or -- today or
18 tomorrow?

19 DEPUTY DIRECTOR BRODDRICK: Hopefully.

20 CHAIRPERSON PEACE: Okay. Great.

21 Did you have a wonderful time in France?

22 DEPUTY DIRECTOR BRODDRICK: I had an awesome
23 time. My sister lives there. And I don't get to see her
24 often. So that was wonderful.

25 CHAIRPERSON PEACE: Well, welcome back.

1 DEPUTY DIRECTOR BRODDRICK: Thank you.

2 CHAIRPERSON PEACE: Any more comments?

3 Okay. Well, seeing no other comments, no public
4 comments, this meeting is adjourned.

5 (Thereupon the California Integrated Waste
6 Management Board, Education and Public Outreach
7 Committee adjourned at 10:10 p.m.)

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

1 CERTIFICATE OF REPORTER

2 I, JAMES F. PETERS, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing California Integrated Waste Management Board,
7 Education and Public Outreach Committee meeting was
8 reported in shorthand by me, James F. Peters, a Certified
9 Shorthand Reporter of the State of California, and
10 thereafter transcribed into typewriting.

11 I further certify that I am not of counsel or
12 attorney for any of the parties to said hearing nor in any
13 way interested in the outcome of said hearing.

14 IN WITNESS WHEREOF, I have hereunto set my hand
15 this 22nd day of September, 2003.

16
17
18
19
20
21
22
23 JAMES F. PETERS, CSR, RPR
24 Certified Shorthand Reporter
25 License No. 10063